

FIG. 1

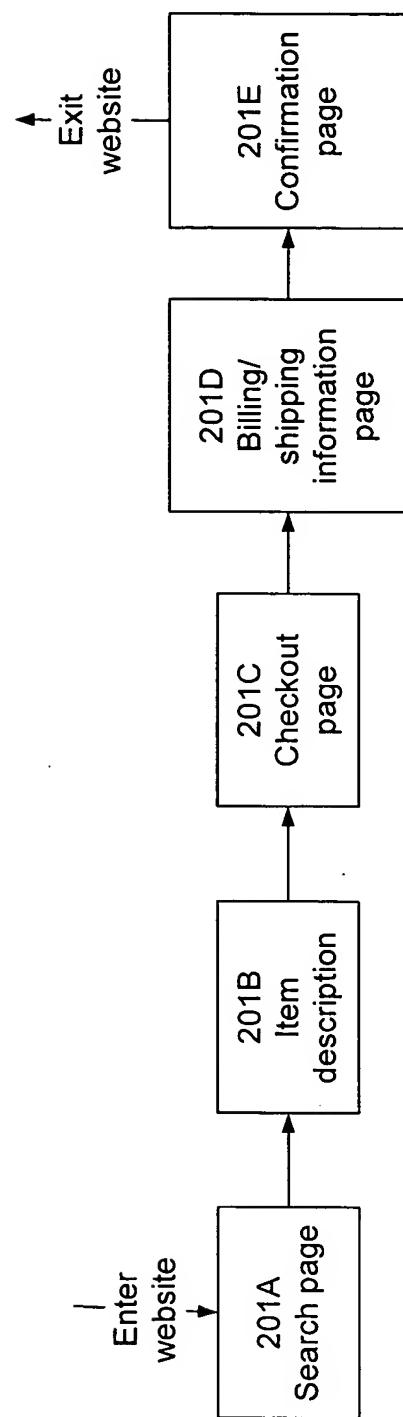


FIG. 2

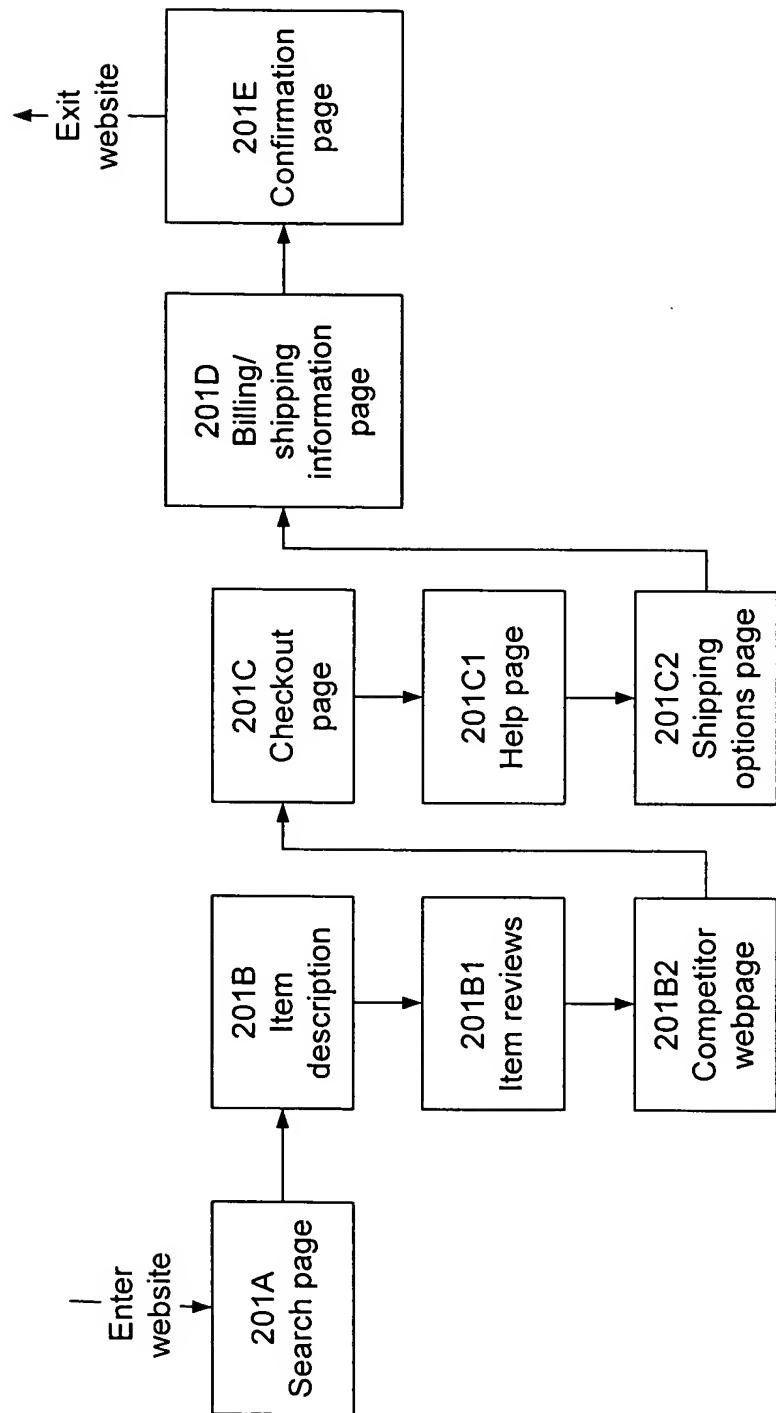


FIG. 3

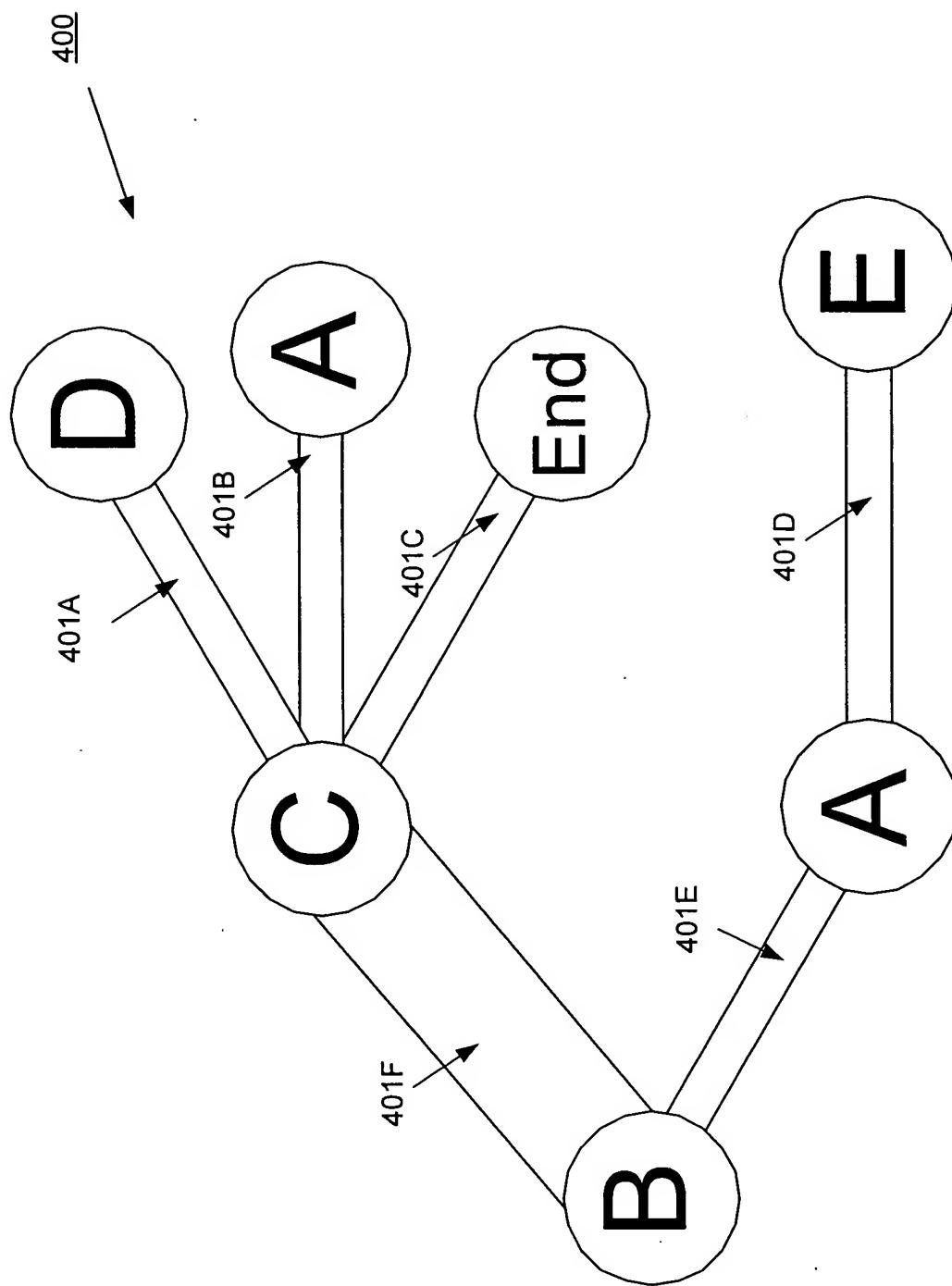


FIG. 4

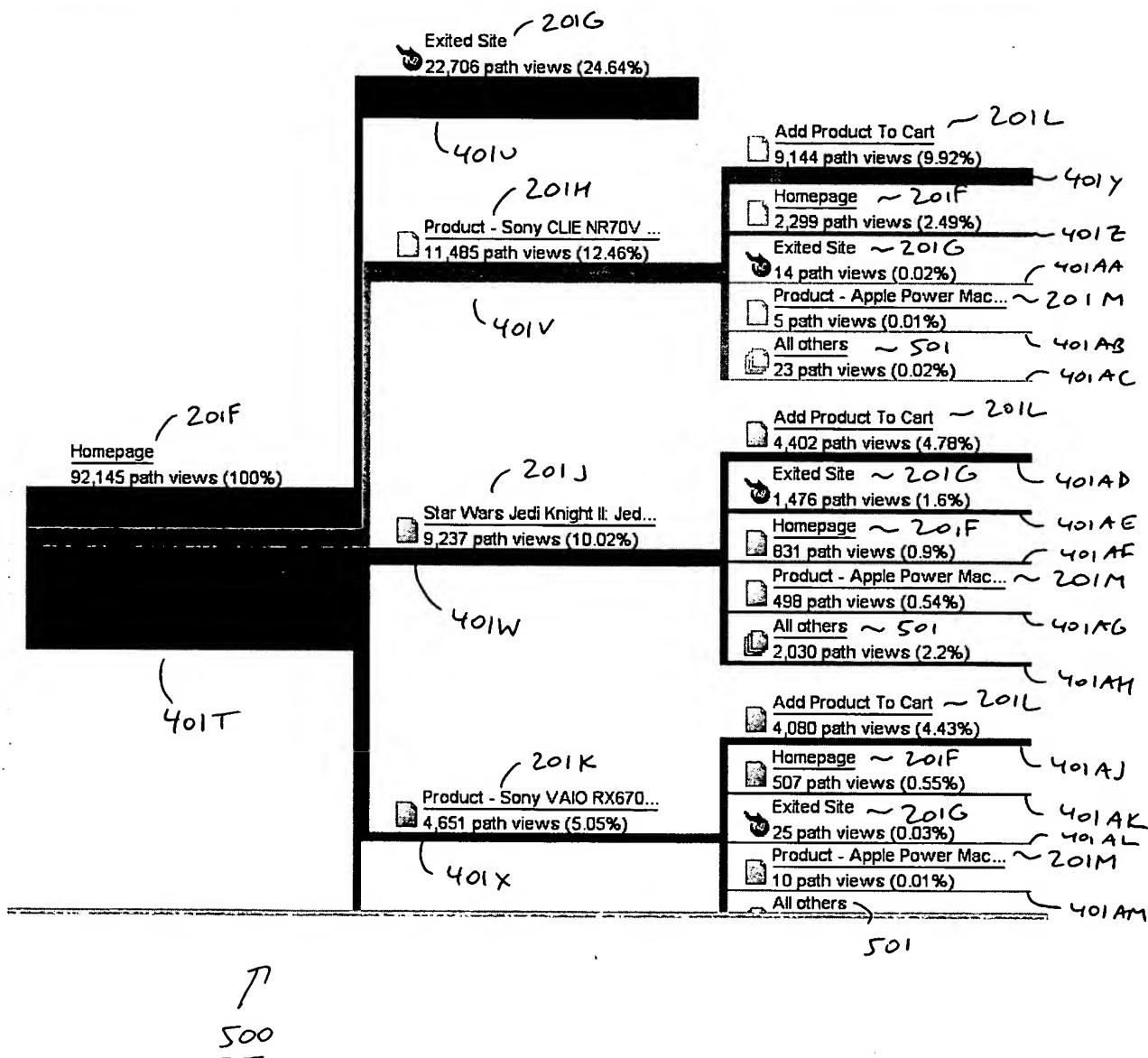
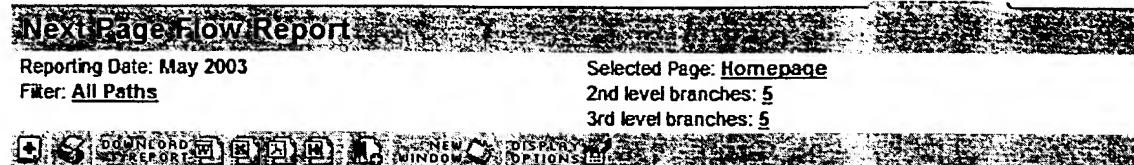


FIG. 5

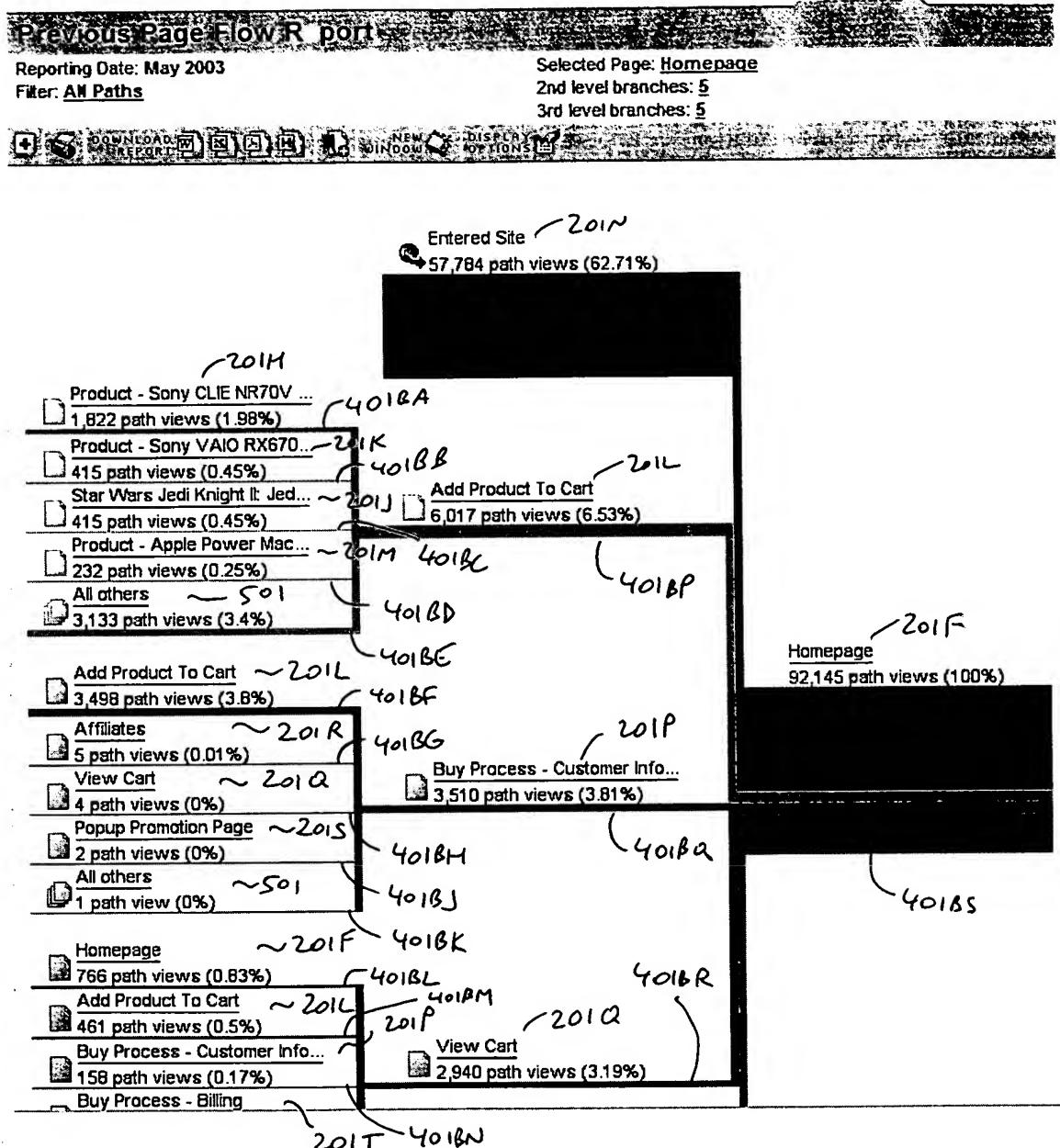
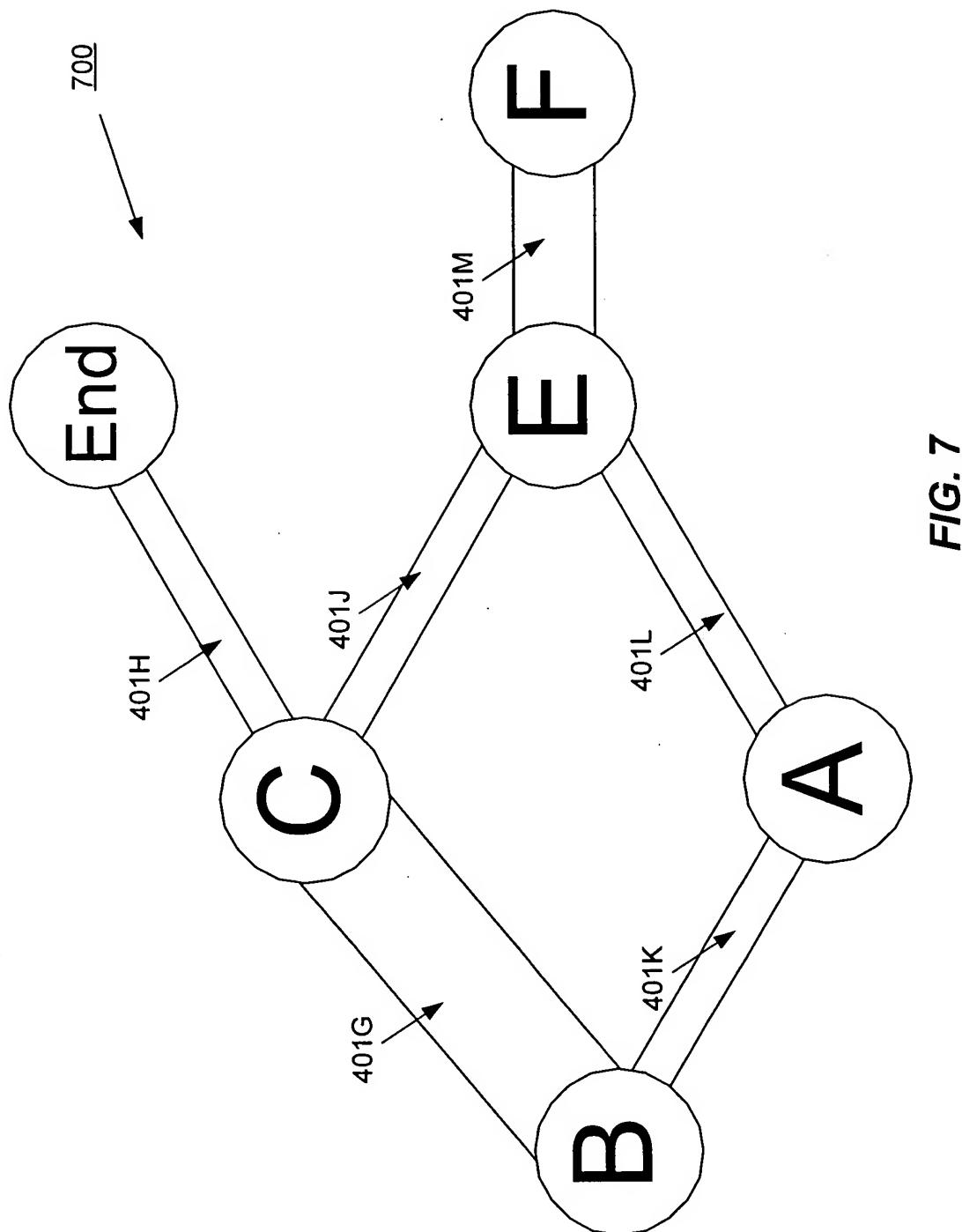


FIG. 6



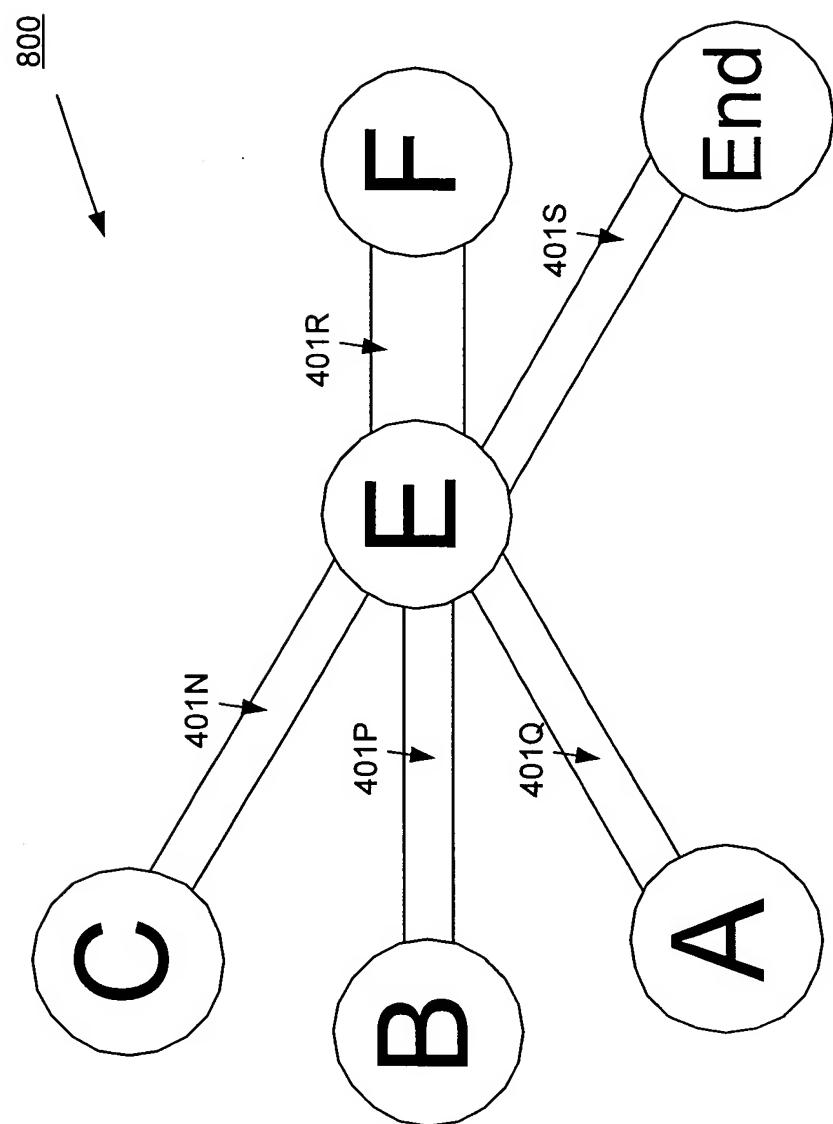


FIG. 8

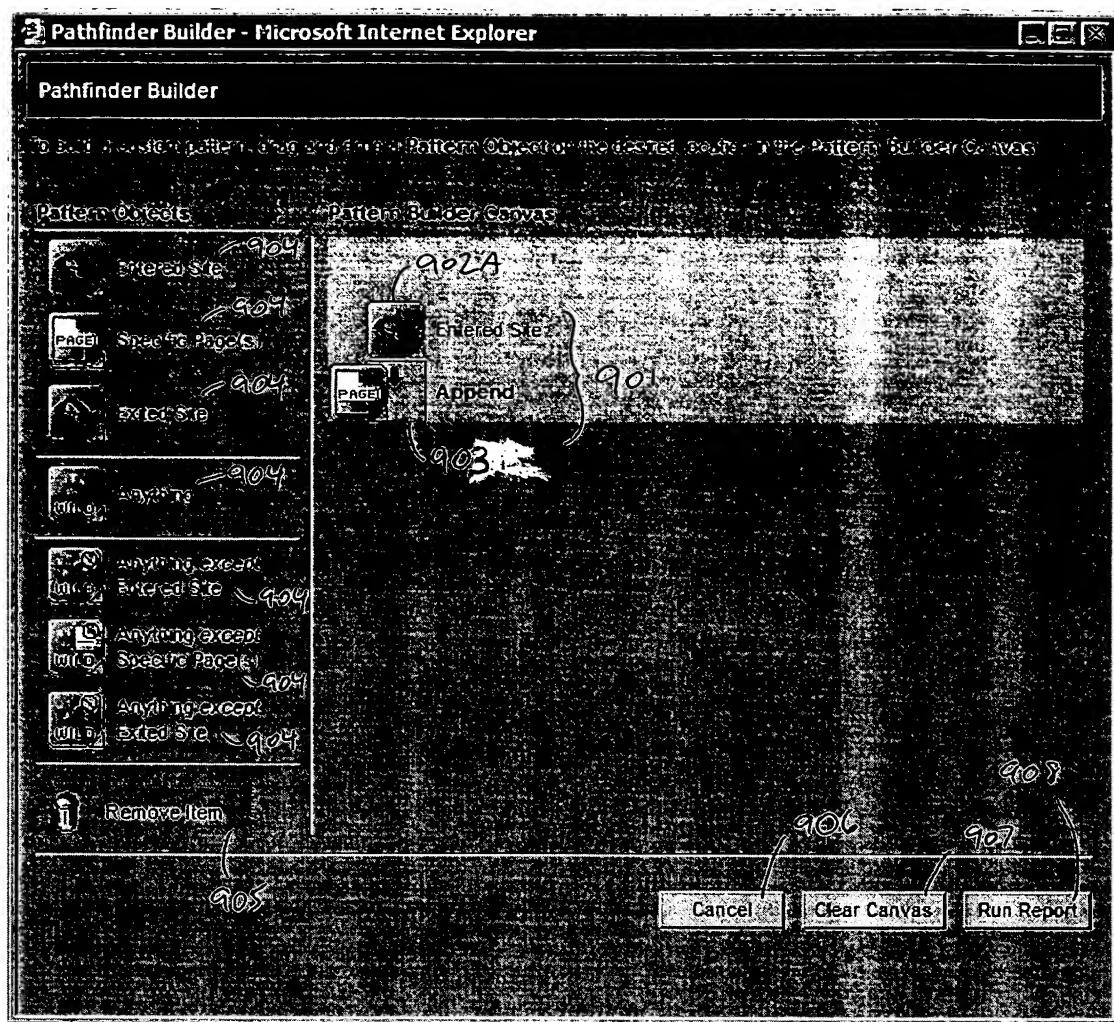


FIG. 9A

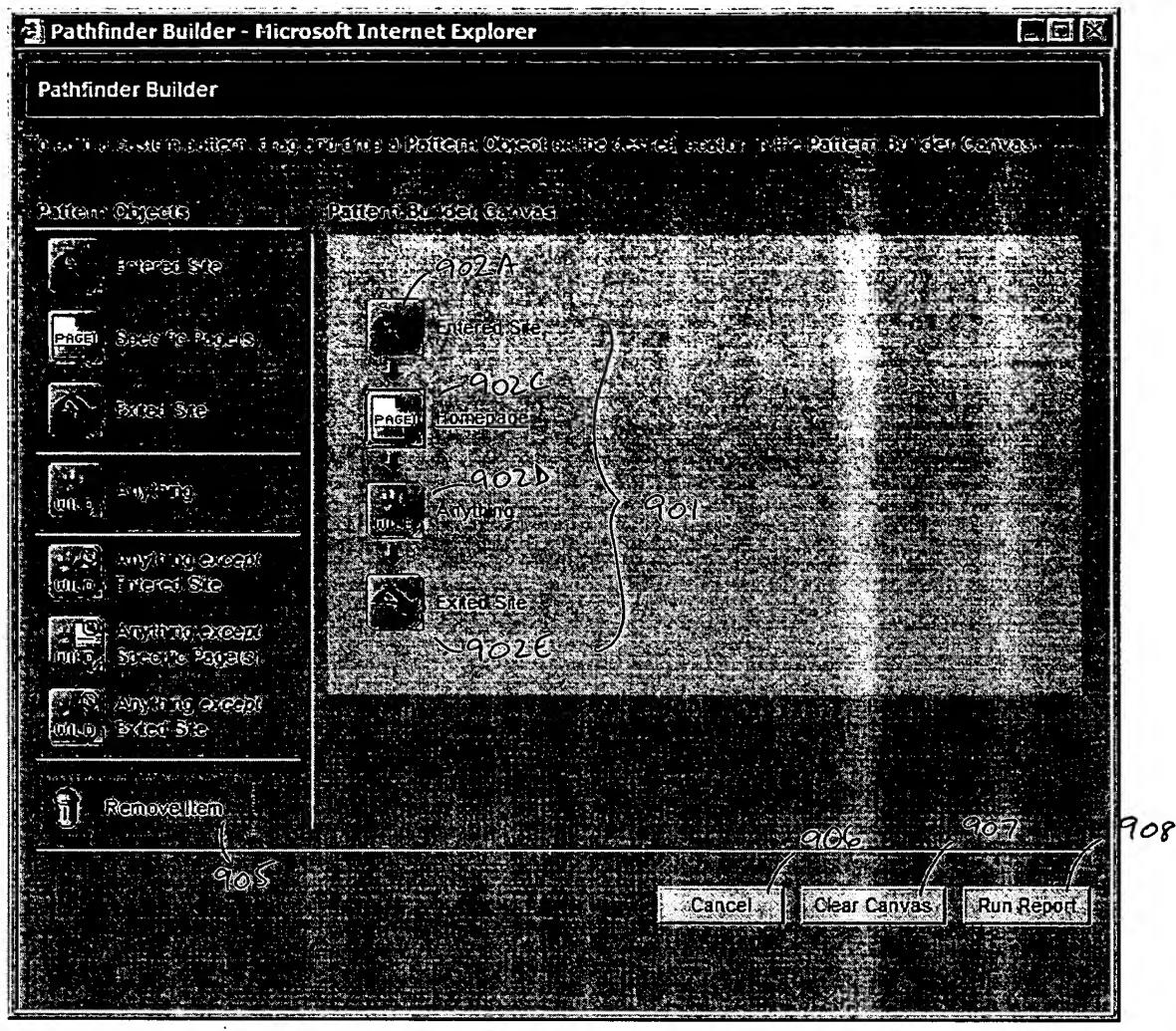


FIG. 9B

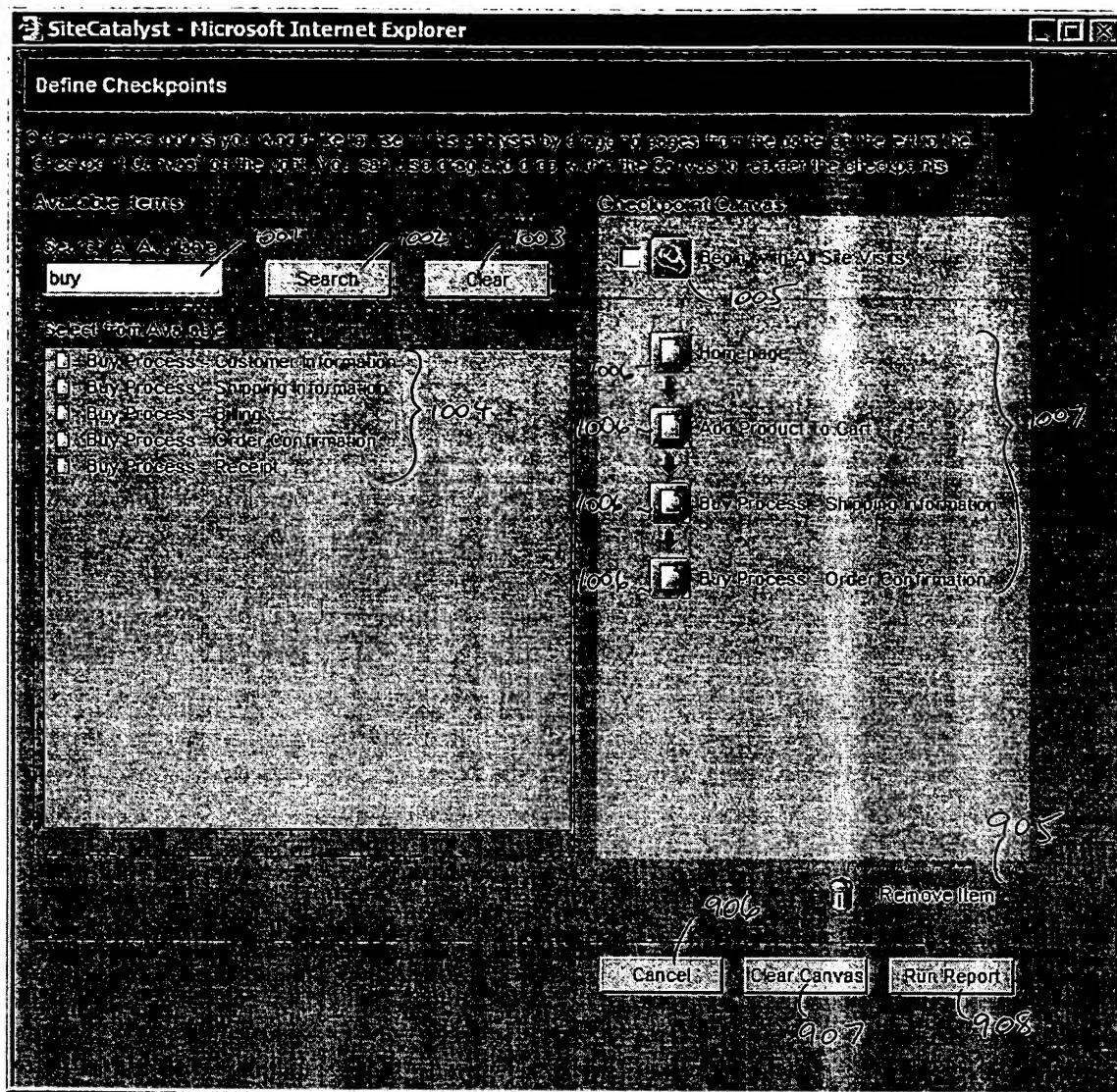
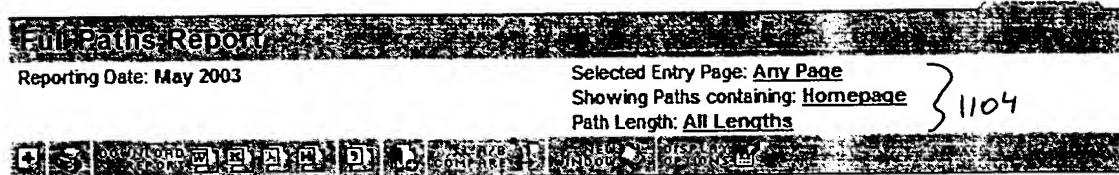
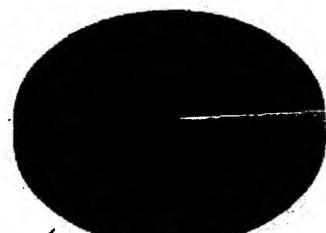


FIG. 10



Graph



Site Paths

- 20.6% Path 1
- 1.3% Path 2
- 1.1% Path 3
- 1.0% Path 4
- 1.0% Path 5
- 60.9% All Other Site Paths

1103

Graph Generated by SiteCatalyst at 12:06 AM WEDT, 4 Jun 2003

Details

Site Path	Visits	Search %	%
1. Entered Site ↳ Homepage ↳ Exited Site	15,207	24.0%	20.6%
2. Entered Site ↳ Homepage ↳ Star Wars Jedi Knight II: Jedi Outcast ↳ Exited Site	990	1.6%	1.3%
3. Entered Site ↳ Homepage ↳ Product - Sony CLIE NR70V Handheld ↳ Add Product To Cart ↳ Buy Process - Customer Information ↳ Buy Process - Shipping Information ↳ Exited Site	840	1.3%	1.1%
4. Entered Site ↳ Homepage ↳ Star Wars Jedi Knight II: Jedi Outcast ↳ Add Product To Cart	742	1.2%	1.0%

1102

1100

FIG. 11

Next Page Report

Reporting Date: May 2003

Selected Page: Homepage

Search:

GO | advanced

- 104



Graph



May 2003

Next Pages

- 24.6% Exited Site
- 12.5% Product - Sony CLIE NR70V Handhe...
- 10.0% Star Wars Jedi Knight II: Jedi Outcast
- 5.0% Product - Sony VAIO RX670 Minitow...
- 2.6% Product - Logitech Cordless MouseM...
- 45.2% All Other Next Pages

1103

Graph Generated by SiteCatalyst at 12:07 AM WEDT, 4 Jun 2003

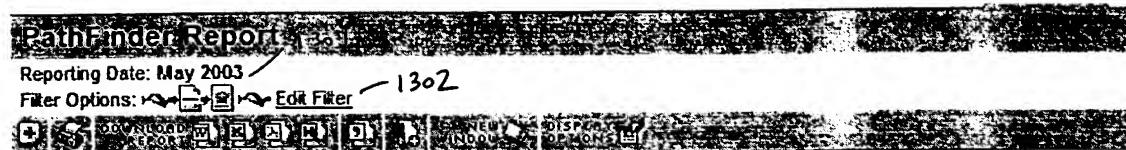
Details

Next Page	Instances	%
1. Exited Site	22,706	24.6%
2. Product - Sony CLIE NR70V Handheld	11,485	12.5%
3. Star Wars Jedi Knight II: Jedi Outcast	9,237	10.0%
4. Product - Sony VAIO RX670 Minitower	4,651	5.0%
5. Product - Logitech Cordless MouseMan Optical	2,379	2.6%
6. Dungeon Siege with T-shirt	2,021	2.2%
7. Product - Microsoft Wheel Mouse Optical	1,891	2.1%
8. Product - Belkin CD Jewel Cases (10 Pack)	1,880	2.0%
9. Product - Fellowes Neato CD/DVD Labeler Kit	1,765	1.9%
10. Product - Logitech WingMan Formula Force Feedback GP Racing Wheel	1,468	1.6%
11. Palm, Inc. Palm m515 Handheld	1,267	1.4%
12. Medal of Honor Frontline by Electronic Arts	1,249	1.4%
13. Popup Promotion Page	1,199	1.3%
14. Flight Simulator 2002 by Microsoft	1,192	1.3%
15. Affiliates	1,110	1.2%
16. View Cart	1,063	1.2%
17. Fuji FinePix Digital Still Camera 1300	1,055	1.1%
18. Command & Conquer: Renegade by Electronic Arts	1,022	1.1%

1102

1200

FIG. 12



Site Paths

- 16.4% Path 1
- 3.9% Path 2
- 3.7% Path 3
- 3.2% Path 4
- 3.1% Path 5
- 69.6% All Other Site Paths

1103

Graph Generated by SiteCatalyst at 12:09 AM WEDT, 4 Jun 2003

Details

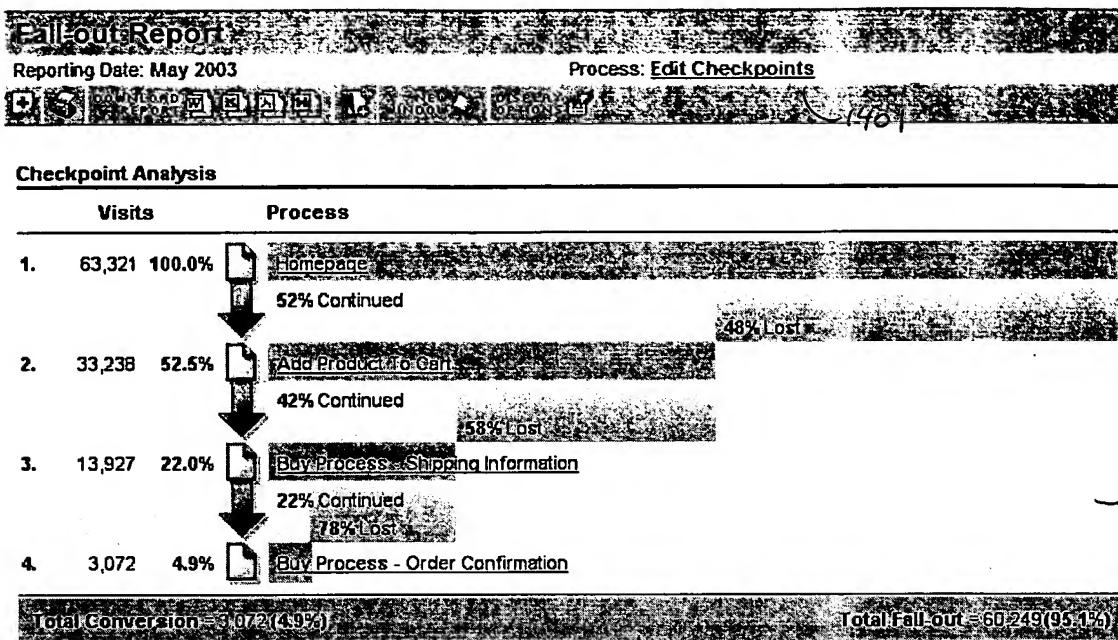
	Site Path	Path Views	Path %
1.	Entered Site Homepage Star Wars Jedi Knight II: Jedi Outcast Exited Site	990	16.4%
2.	Entered Site Homepage Product - Logitech Cordless MouseMan Optical Exited Site	237	3.9%
3.	Entered Site Homepage Dungeon Siege with T-shirt Exited Site	223	3.7%
4.	Entered Site Homepage Product - Microsoft Wheel Mouse Optical Exited Site	195	3.2%
5.	Entered Site Homepage	189	3.1%

1102

7

FIG. 13

1300



Conversion and Fall-out Summary

Conversion % Summary

1. Homepage 52%
2. Add Product To Cart 42%
3. Buy Process - Shipping Information 22%
4. Buy Process - Order Confirmation

Fall-out % Summary

1. Homepage 48%
2. Add Product To Cart 58%
3. Buy Process - Shipping Information 78%
4. Buy Process - Order Confirmation

Powered by Optimum Path™

Report Generated by SiteCatalyst at 12:11 AM WEDT, 4 Jun 2003

1404

1403

1400

FIG. 14A

Fall-out Report

Reporting Date: May 2003 Process: Edit Checkpoints

1401

Checkpoint Analysis

Visits	Process
1. 63,321 100.0%	Home See more details for this Page: <input checked="" type="checkbox"/> Open URL in new window 1408
2. 33,238 52.5%	Site Traffic ~ 1408 Finding Methods ~ 1408 Pages : Complete Paths Advanced Analysis
3. 13,927 22.0%	Buy Buy Process - Shipping Information
4. 3,072 4.9%	Buy Process - Order Confirmation

1405

1409

1408

1407

1402

Total Conversion = 3,072 (4.9%) Total Fall-out = 60,249 (95.1%)

Conversion and Fall-out Summary

Conversion % Summary

1. Homepage
52%
2. Add Product To Cart
42%
3. Buy Process - Shipping Information
22%
4. Buy Process - Order Confirmation

Fall-out % Summary

1. Homepage
48%
2. Add Product To Cart
58%
3. Buy Process - Shipping Information
78%
4. Buy Process - Order Confirmation

Powered by Optimum Path™

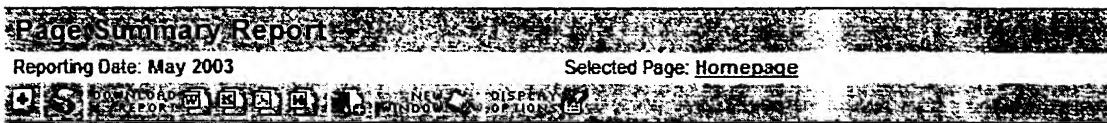
Report Generated by SiteCatalyst at 12:11 AM WEDT, 4 Jun 2003

1403

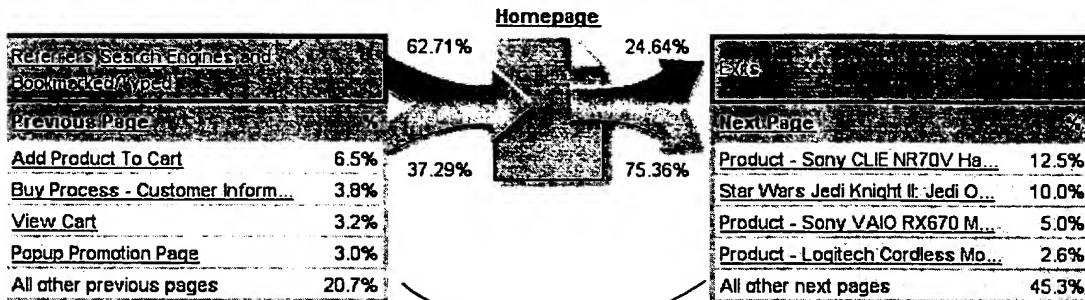
1404

1400

FIG. 14B



Navigation

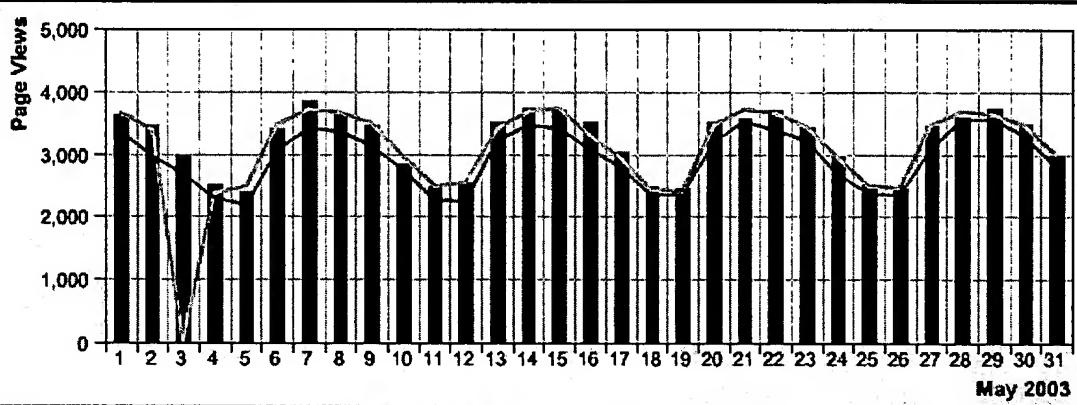


1505

1501

1502

Graph



1503

Selected Month

4 weeks prior

52 weeks prior

Graph Generated by SiteCatalyst at 12:05 AM WEDT, 4 Jun 2003

Page Metrics

1. Total Page Views during this reporting period	99,138 Page Views
2. Percentage of all page views	27.9%
3. Visits where this was an Entry Page	57,784 Visits
4. Visits where this was an Exit Page	22,706 Visits

1504

1500

FIG. 15

7

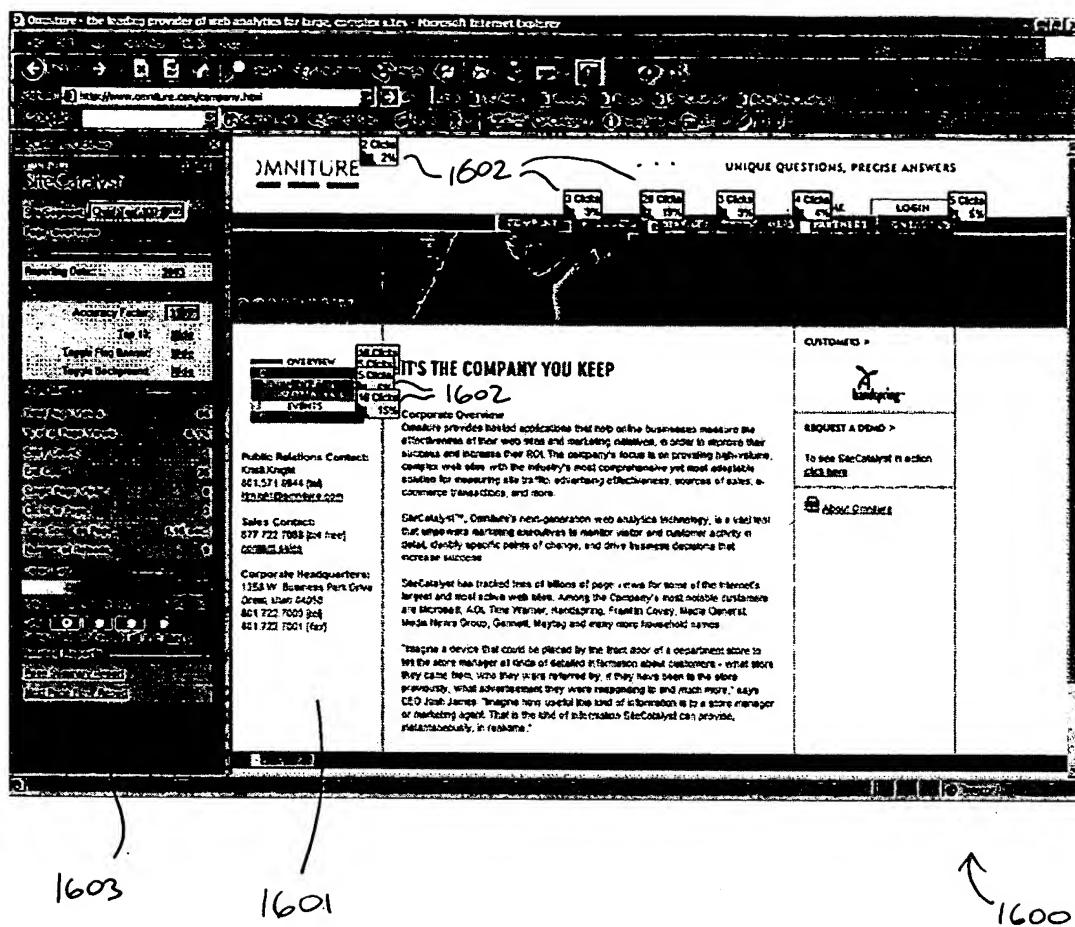


FIG. 16